

**January 9, 2025**  
**Item No. 8.7.**  
**Tourism Commission**

**Sponsor:** Michael Ostrowski, Chief Development Officer

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action regarding an ordinance creating a Tourism Committee and repealing Resolution No. 09-09-21-9.6 relating to the creation of the Tourism Advisory Committee.

**Relationship to Strategic Goals:**

Diverse & Growing Economy

**Recommendation(s):** To receive the presentation and take action.

**Summary:** On September 9<sup>th</sup>, 2021, the Council voted to create the Tourism Advisory Committee via resolution 09-09-21-9.6. On January 11<sup>th</sup>, 2024, the City Manager brought a report to the Council regarding the efforts, goals, and purpose of the Tourism Advisory Committee. The purpose of the 10-14 member group was to promote and enhance the tourism industry in College Station by consulting and advising the City Manager and staff regarding overall tourism strategy. On October 24, 2024, the Council asked staff to bring back an ordinance for discussion regarding a council-appointed committee on tourism efforts.

The members of the current Tourism Advisory Committee are as follows: Bill Peel (Mays Business School) Bob Holzweiss (George HW Bush Presidential Library) Cortney Phillips (Dixie Chicken) Greg Stafford (Texas A&M Hotel & Conference Center) Hege Kalaouze (Aggieland Outfitters) Hunter Goodwin (Oldham Goodwin Group) Jenny Davis (Walk-On's Sports Bistreaux) Rebekka Dudensing (Texas A&M Office of the President) and Salim Ismail (Texas Hotel Management).

**Budget & Financial Summary:** N/A

**Attachments:**

1. Ordinance - Tourism Commission
2. Resolution - 09-09-21-9.6

**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE AMENDING CHAPTER 2, “ADMINISTRATION,” ARTICLE VI, “BOARDS AND COMMISSIONS” OF THE CODE OF ORDINANCES OF THE CITY OF COLLEGE STATION, TEXAS, BY AMENDING CERTAIN SECTIONS RELATING TO THE CREATION OF A TOURISM COMMITTEE; PROVIDING A SEVERABILITY CLAUSE; DECLARING A PENALTY; AND PROVIDING AN EFFECTIVE DATE.**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF COLLEGE STATION, TEXAS:**

- PART 1:** That Chapter 2, “Administration,” Article VI, “Boards and Commissions” of the Code of Ordinances of the City of College Station, Texas, be amended as set out in **Exhibit “A”** attached hereto and made a part of this Ordinance for all purposes.
- PART 2:** If any provision of this Ordinance or its application to any person or circumstances is held invalid or unconstitutional, the invalidity or unconstitutionality does not affect other provisions or application of this Ordinance or the Code of Ordinances of the City of College Station, Texas, that can be given effect without the invalid or unconstitutional provision or application, and to this end the provisions of this Ordinance are severable.
- PART 3:** That any person, corporation, organization, government, governmental subdivision or agency, business trust, estate, trust, partnership, association and any other legal entity violating any of the provisions of this Ordinance shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punishable by a fine of not less than twenty five dollars (\$25.00) and not more than five hundred dollars (\$500.00) or more than two thousand dollars (\$2,000) for a violation of fire safety, zoning, or public health and sanitation ordinances, other than the dumping of refuse. Each day such violation shall continue or be permitted to continue, shall be deemed a separate offense.
- PART 4:** That Resolution No. 09-09-21-9.6, adopted September 9, 2021, which created a Tourism Advisory Committee, shall be repealed in its entirety.
- PART 5:** This Ordinance is a penal ordinance and becomes effective ten (10) days after its date of passage by the City Council, as provided by City of College Station Charter Section 35.

**PASSED, ADOPTED and APPROVED this 9<sup>th</sup> day of January, 2025.**

**ATTEST:**

**APPROVED:**

\_\_\_\_\_  
**City Secretary**

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**Mayor**

**APPROVED:**

\_\_\_\_\_  
**City Attorney**

**EXHIBIT A**

That Chapter 2, “Administration,” Article VI, “Boards and Commissions,” Division 5 “Tourism Committee” of the Code of Ordinances of the City of College Station, Texas, is hereby created to read as follows:

**Sec. 2-232 Creation and Purpose.** The City Council establishes and creates a Tourism Committee to promote and enhance the College Station tourism industry.

**Sec. 2-233 Membership and Terms.** The City Council may appoint up to eleven (11) voting members. Voting members must be residents of the City of College Station.

(a) **Voting Membership Representation.** The City Council may appoint members from the following areas:

- i. Three (3) members to represent the lodging and accommodations industry.
- ii. One (1) member to represent the food and beverage establishment industry.
- iii. One (1) member to represent the retail industry.
- iv. One (1) member to represent the attractions industry.
- v. One (1) member to represent the arts industry.
- vi. One (1) member to represent the Northgate District.
- vii. Three (3) members to represent tourism related areas of the Council’s discretion.

(b) **Non-Voting Ex-Officio Membership Representation.** The following members may serve as non-voting ex-officio members:

- i. Texas A&M University President’s Office, appointed by Texas A&M.
- ii. Texas A&M University Athletics Department, appointed by Texas A&M.
- iii. College Station Chief Development Officer.
- iv. College Station Assistant Director of Tourism.
- v. College Station Director of Parks & Recreation.

(b) **Terms, Vacancies and Officers.** The term of office is three (3) years. Vacancies are filled by the City Council for unexpired terms of vacant positions. A chairperson is appointed annually by the City Council. A vice-chairperson is selected annually by the Committee.

**Sec. 2-234 Quorum and Meetings Procedures.**

(a) **Quorum.** Six (6) members constitute a quorum for the transaction of any business. All meetings of the Committee are subject to the Texas Open Meetings Act.

- (b) **Meeting Times.** The Committee may regularly meet. The chairperson shall designate the time and place of such meetings by direction of the City Council or City Manager.
- (c) **Rules of Proceeding.** The Committee shall adopt its own rules of procedure subject to the City Council's policy.
- (d) **Minutes.** The Committee shall keep minutes of its meeting, recording the member's vote, or, if absent, abstaining, or failing to vote, and shall keep written records of its recommendations and other official actions, all of which shall be immediately filed in the Economic Development and Tourism Department and subject to the Texas Open Meetings Act.

**Sec. 2-235 Powers and Duties**

- (a) **Promotion of Tourism.** The Committee shall advise on activities for the promotion of tourism and specially charged the following:
  - (i) **Tourism Strategic Plan.** The Committee shall make recommendations to the City Manager for the effective coordination in preparing and implementing the Tourism Strategic Plan.
  - (ii) **Hotel Occupancy Tax (HOT) Grants.** The Committee shall review and recommend to the City Manager Hotel Occupancy Tax (HOT) grant funding for sports tournaments, conferences and conventions, leisure events, arts, and other similar activities within the scope of Texas Tax Code Ch. 351 Subchapter B and any other applicable laws or policies. Grants greater than \$100,000.00 each shall require the review and approval of the City Council.
- (b) **Expenditure of Funds.** The Committee and its members have no authority to expend funds or to incur or make an obligation on behalf of the City unless authorized and approved by the City Council.

**RESOLUTION NO. 09-09-21-9.6**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COLLEGE STATION, TEXAS, CREATING A TOURISM ADVISORY COMMITTEE TO PROMOTE AND ENHANCE THE TOURISM INDUSTRY IN COLLEGE STATION**

**WHEREAS**, the City Council of the City of College Station desires to have a Tourism Advisory Committee to promote and enhance tourism in College Station; and

**WHEREAS**, the City Council believes the creation of a Tourism Advisory Committee will assist in providing strategic direction to promote and enhance tourism and support the industries within the city that directly impact tourism; and

**WHEREAS**, the City Council believes the creation of a Tourism Advisory Committee will provide guidance to effectively raise the profile of College Station as a destination for events, activities, and quality-of-life amenities; and

**WHEREAS**, the City Council will seek qualified individuals to serve on the Tourism Advisory Committee with previous or current experience in the hotel/motel industry, the retail/restaurant industry, major tourist attractions, the Texas A&M University System, or other relevant tourism activities; now, therefore,

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF COLLEGE STATION, TEXAS:**

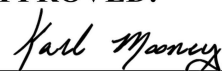
- PART 1:** That the City Council of the City of College Station shall create a Tourism Advisory Committee.
- PART 2:** That the Tourism Advisory Committee shall be composed of ten (10) to fourteen (14) local individuals qualified as set forth in the preamble above.
- PART 3:** That the City Council gives the committee the following charge: “As subject matter experts in the hotel, convention, and tourism industry, evaluate effective uses of hotel occupancy tax investments and strategically address potential growth areas in the College Station tourism economy.”
- PART 4:** That the City Council of the City of College Station shall delegate authority to the City Manager or his designee to appoint, remove, and fill vacancies for all members of the Tourism Advisory Committee.
- PART 5:** That this Resolution shall take effect immediately from and after its passage.

**ADOPTED this 9<sup>th</sup> day of September, 2021.**


**ATTEST:**

  
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City Secretary

**APPROVED:**

  
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MAYOR

**APPROVED:**

  
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City Attorney